



State of Wisconsin
2015 - 2016 LEGISLATURE

LRB-3921/en
CMH:emw

2015 SENATE BILL 550

1 **AN ACT to amend** 341.14 (6r) (b) 1., 341.14 (6r) (c), 341.14 (6r) (e) and 341.14 (6r)
2 (fm) 7.; and **to create** 20.395 (5) (eL), 25.40 (1) (a) 32., 341.14 (6r) (b) 1m. c.,
3 341.14 (6r) (b) 17., 341.14 (6r) (f) 65. and 341.14 (11) of the statutes; **relating**
4 **to:** special registration plates associated with certain professional basketball
5 teams and making an appropriation.

Analysis by the Legislative Reference Bureau

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

6 **SECTION 1.** 20.395 (5) (eL) of the statutes is created to read:
7 20.395 (5) (eL) *Basketball plate payments to the Milwaukee Bucks Foundation.*
8 From the general fund, all moneys received under s. 341.14 (6r) (b) 17. b. for
9 payments to the Milwaukee Bucks Foundation.
10 **SECTION 2.** 25.40 (1) (a) 32. of the statutes is created to read:

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1 25.40 (1) (a) 32. Moneys received under s. 341.14 (6r) (b) 17. that are deposited
2 into the general fund.

3 **SECTION 3.** 341.14 (6r) (b) 1. of the statutes is amended to read:

4 341.14 **(6r)** (b) 1. Subject to subd. 1m., upon application to register an
5 automobile or motor home, or a motor truck, dual purpose motor home or dual
6 purpose farm truck which has a gross weight of not more than 8,000 pounds, or a
7 farm truck which has a gross weight of not more than 12,000 pounds, by any person
8 who is a resident of this state and a member of an authorized special group, the
9 department shall issue to the person special plates whose colors and design shall
10 indicate that the vehicle is owned by a person who is a member of the applicable
11 special group. The department may not issue any special group plates under par. (f)
12 55., 60., or 61r. until 6 months after the department has received information
13 sufficient for the department to determine that any approvals required for use of any
14 logo, trademark, trade name or other commercial symbol designating the
15 professional football team or professional baseball team or associated with
16 Harley–Davidson, Inc., have been obtained. Subject to subs. (9) (d) ~~and~~, (10) (d), and
17 (11) (d), the department may not issue any special group plates under par. (f) 61m.
18 ~~or~~, 63., or 65. until the department has received information sufficient for the
19 department to determine that any license or other approval required for use of any
20 logo, trademark or service mark, trade name or other commercial symbol to be used
21 on or in association with these plates has been obtained. Notwithstanding s. 341.12
22 (2), if the department of corrections does not have flat–plate technology available for
23 use in manufacturing license plates at quality and cost comparable to that available
24 from the state of Minnesota, the department of transportation may not issue any
25 special group plates under par. (f) 59. unless the department of transportation

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1 purchases the plates from the state of Minnesota. Sections 16.70, 16.71, 16.72, 16.75,
2 16.752 to 16.755, 16.765, 16.77, and 16.82 do not apply to purchases of plates issued
3 under par. (f) 59. from the state of Minnesota.

4 **SECTION 4.** 341.14 (6r) (b) 1m. c. of the statutes is created to read:

5 341.14 **(6r)** (b) 1m. c. Upon receipt of a contribution totaling an amount equal
6 to the department's final estimate of the initial costs of production of the special
7 group plates under par. (f) 65. or \$23,700, whichever is less, from any person or group
8 interested in the special group plates under par. (f) 65., the department shall
9 commence any development work necessary to implement the provisions of par. (f)
10 65. and related provisions under this subsection and shall complete the development
11 work within one year of its commencement. As soon as possible, the department
12 shall post notice on the department's Internet site of its final estimate of the initial
13 costs of production of the special group plates under par. (f) 65. The development
14 work under this subd. 1m. c. shall be funded only from the appropriation under s.
15 20.395 (4) (ch) from the contribution received by the department for purposes of this
16 subd. 1m. c. No contribution received by the department under this subd. 1m. c. may
17 be applied to any fee established under subd. 2. The department may not issue any
18 special group plates under par. (f) 65. until the department has completed the
19 development work specified in this subd. 1m. c.

20 **SECTION 5.** 341.14 (6r) (b) 17. of the statutes is created to read:

21 341.14 **(6r)** (b) 17. A voluntary payment of \$25 that is in addition to the fee
22 under subd. 2. shall be collected in connection with the issuance or renewal of a plate
23 issued on an annual basis for the special group specified under par. (f) 65. A
24 voluntary payment of \$50 that is in addition to the fee under subd. 2. shall be
25 collected in connection with the issuance or renewal of a plate issued on a biennial

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1 basis for the special group specified under par. (f) 65. if the plate is issued or renewed
2 during the first year of the biennial registration period or \$25 for the issuance or
3 renewal if the plate is issued or renewed during the 2nd year of the biennial
4 registration period. No plate may be issued for the special group specified under par.
5 (f) 65. unless the voluntary payment under this subdivision is collected. All moneys
6 received under this subdivision shall be deposited and credited as follows:

7 a. Until 20 years after the effective date of this subd. 17. a. [LRB inserts
8 date], 80 percent shall be deposited into the general fund.

9 b. Until 20 years after the effective date of this subd. 17. b. [LRB inserts
10 date], 20 percent shall be deposited into the general fund and credited to the
11 appropriation account under s. 20.395 (5) (eL). After 20 years after the effective date
12 of this subd. 17. b. [LRB inserts date], 100 percent shall be deposited into the
13 general fund and credited to the appropriation account under s. 20.395 (5) (eL). The
14 department of transportation shall identify and record the percentage of moneys
15 that are attributable to each professional basketball team represented by a plate
16 under par. (f) 65.

17 **SECTION 6.** 341.14 (6r) (c) of the statutes is amended to read:

18 341.14 (6r) (c) Special group plates shall display the word “Wisconsin”, the
19 name of the applicable authorized special group, a symbol representing the special
20 group, not exceeding one position, and identifying letters or numbers or both, not
21 exceeding 6 positions and not less than one position. Except as provided in this
22 paragraph, the department shall specify the design for special group plates, but the
23 department shall consult the president of the University of Wisconsin System before
24 specifying the word or symbol used to identify the special groups under par. (f) 35.
25 to 47., the secretary of natural resources before specifying the word or symbol used

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1 to identify the special groups under par. (f) 50. and 59., the chief executive officer of
2 the professional football team and an authorized representative of the league of
3 professional football teams described in s. 229.823 to which that team belongs before
4 specifying the design for the applicable special group plate under par. (f) 55., the chief
5 trademark officer of Harley–Davidson Michigan, LLC before specifying the design
6 for the applicable special group plate under par. (f) 61r., the department of veterans
7 affairs before specifying the design for the special group plates under par. (f) 49d.,
8 49h., and 49s., and the department of tourism and chief executive officer of the
9 organization specified in par. (f) 55m. before specifying the design and word or
10 symbol used to identify the special group name for special group plates under par.
11 (f) 55m. Special group plates under par. (f) 50. shall be as similar as possible to
12 regular registration plates in color and design. Special group plates issued under
13 par. (f) 62. shall display the words “In God We Trust”. The department shall make
14 available 2 designs for the special group plates under par. (f) 60. The department
15 may not specify any design for the special group plates under par. (f) 60. unless the
16 design is approved by the executive vice president of the Milwaukee Brewers
17 Baseball Club LP. The department may not specify any design for the special group
18 plates under par. (f) 65. unless the design is approved by the president of the
19 Milwaukee Bucks. The word or symbol used to identify the special group under par.
20 (f) 59. shall be different from the word or symbol used to identify the special group
21 under par. (f) 50. and the design shall cover the entire plate. Special group plates
22 under par. (f) 61m. shall display a logo or image of the lion associated with the Lions
23 Clubs International. Special group plates under par. (f) 61r. shall display a bar and
24 shield logo associated with Harley–Davidson, Inc., on the left portion of the plates
25 and the words “share the road” on the bottom portion of the plates. Special group

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1 plates under par. (f) 63. shall display the words “Trout Unlimited.” Notwithstanding
2 par. (e), special group plates under par. (f) 33m. and 48m. shall be the same color and
3 design that was specified by the department for special group plates under par. (f)
4 33. and 48., respectively, immediately prior to January 1, 2007. The design for
5 special group plates under par. (f) 33. and 48. shall be different from the design of
6 special group plates under par. (f) 33m. and 48m., respectively.

7 **SECTION 7.** 341.14 (6r) (e) of the statutes is amended to read:

8 341.14 **(6r)** (e) The department shall specify one combination of colors for
9 special group plates for groups or organizations which are not military in nature and
10 not special group plates under par. (f) 35. to 47., 50., and 59., for each professional
11 football team under par. (f) 55., ~~and~~ for each professional baseball team under
12 (f) 60., and for each professional basketball team under par. (f) 65. The department
13 shall specify one combination of colors for special group plates under par. (f) 35. to
14 47. Subject to par. (c), the department shall specify the word or words comprising the
15 special group name and the symbol to be displayed upon special group plates for a
16 group or organization which is not military in nature after consultation with the
17 chief executive officer in this state of the group or organization. The department
18 shall require that the word or words and symbol for a university specified under par.
19 (f) 35. to 47. be a registration decal or tag and affixed to the special group plate and
20 be of the colors for a university specified under par. (f) 35. to 47. that the president
21 of the University of Wisconsin System specifies. The department shall consult the
22 chief trademark officer of Harley-Davidson Michigan, LLC before specifying the
23 colors for the special group plate under par. (f) 61r.

24 **SECTION 8.** 341.14 (6r) (f) 65. of the statutes is created to read:

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1 341.14 **(6r)** (f) 65. Persons interested in expressing support for a professional
2 basketball team that has entered into, or whose affiliate has entered into, a
3 development agreement with a local exposition district under s. 229.461.

4 **SECTION 9.** 341.14 (6r) (fm) 7. of the statutes is amended to read:

5 341.14 **(6r)** (fm) 7. After October 1, 1998, additional authorized special groups
6 may only be special groups designated by the department under this paragraph. The
7 authorized special groups enumerated in par. (f) shall be limited solely to those
8 special groups specified under par. (f) on October 1, 1998. This subdivision does not
9 apply to the special groups specified under par. (f) 3m., 6m., 9g., 9m., 12g., 12m.,
10 15m., 15n., 15o., 15p., 15q., 19m., 33m., 48m., 49d., 49h., 49s., 54., 55., 55m., 56., 57.,
11 58., 59., 60., 61., 61m., 61r., and 62. and, 63. and, 64., and 65.

12 **SECTION 10.** 341.14 (11) of the statutes is created to read:

13 341.14 **(11)** (a) Subject to par. (c), from the appropriation under s. 20.395 (5)
14 (eL), the department shall make payments to the Milwaukee Bucks Foundation, if
15 the department issues special group plates under sub. (6r) (f) 65.

16 (b) For each year in which the department makes payments under par. (a), the
17 Milwaukee Bucks Foundation shall submit to the presiding officer of each house of
18 the legislature an audited financial statement of its use of the payments under this
19 subsection, prepared in accordance with generally accepted accounting principles.

20 (c) The department may make payments to the Milwaukee Bucks Foundation
21 under this subsection only if the Milwaukee Bucks Foundation is eligible for the
22 exemption from taxation under section 501 (a) of the Internal Revenue Code. The
23 department shall discontinue payments to the Milwaukee Bucks Foundation under
24 this subsection if the Milwaukee Bucks Foundation dissolves, becomes insolvent,

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1 files a petition for bankruptcy, or is no longer exempt from taxation under section 501
2 (a) of the Internal Revenue Code.

3 (d) 1. If the special group plates under sub. (6r) (f) 65. will display any logo,
4 trademark or service mark, trade name, or other commercial symbol associated with
5 the Milwaukee Bucks, the department may not issue any plates under sub. (6r) (f)
6 65. unless the approval specified in sub. (6r) (b) 1. for these plates provides for all of
7 the following:

8 a. That the approval is irrevocable with respect to all plates issued for vehicles
9 after the plates are issued for these vehicles.

10 b. That, if the approval is withdrawn, the department may continue to renew
11 the registration of vehicles previously issued plates under sub. (6r) (f) 65., without
12 replacing those plates, but the department shall discontinue collecting the voluntary
13 payment specified in sub. (6r) (b) 17. with respect to these renewals.

14 2. Notwithstanding sub. (6r) (b) 1. and (f) (intro.), if the approval specified in
15 sub. (6r) (b) 1. for plates issued under sub. (6r) (f) 65. is withdrawn, the department
16 shall discontinue issuing plates under sub. (6r) (f) 65. unless additional approval, as
17 specified in this paragraph and sub. (6r) (b) 1., is obtained by the department.

18

(END)